



DAY-BRITE

THE LIGHT THAT NEVER FAILS

DAY-BRITE
REFLECTORS *for*

STORES
BANKS
HOTELS
ART
GALLERIES
PUBLIC
BUILDINGS

CATALOGUE
NUMBER SEVEN

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DAY-BRITE

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Day-Brites Guarantee Quality - Service

THE DAY-BRITE line of store lighting is not a "price product". This line is made of quality materials—for efficient and permanent use. Each fixture designed for a specific purpose to give the best results.

Considering initial cost, installation charge, and length of service you will find DAY-BRITES are really economical.

WE ARE the originators of porcelain enameled liners for display reflectors. The porcelain enamel is fused on to the steel at a heat of 1700 degrees with a specially prepared mixture. This type of reflector throws an evenly diffused light, without glare or dark spots. It is easily kept clean and retains its original reflecting powers. It will not tarnish, chip, crack or peel from age or heat.

TO GET maximum lighting results use DAY-BRITES for your next lighting job. The trade mark is on every fixture—look for this guarantee of quality.



CATALOGUE SEVEN

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By

DAY-BRITE REFLECTOR CO.

703 SOUTH BROADWAY :: :: ST. LOUIS, MO.

(Day-Brite Reflectors Approved by National Underwriters Laboratory)

(Printed in U. S. A.)

*Address Day Brite Reflectors Co.,
Cat 8-A, 3825, Laclede Ave., St. Louis, Mo.*

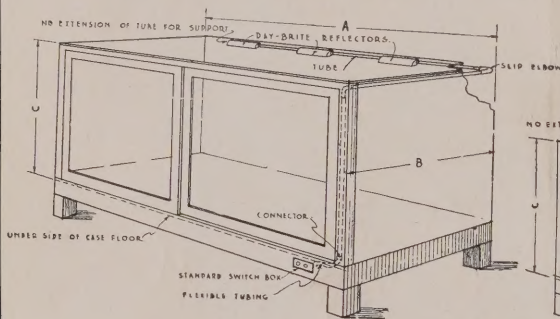
DAY-BRITE

How to Order and Install Day-Brite Show Case Lighting

WHEN ordering DAY-BRITE assembled show case units, face back of case to state which end is to have electrical connection. Give inside length, depth and height of case and state number of reflectors desired. Specify whether case is all plate glass

or wood frame, and if case has oval ends, send template to insure perfect fit. All DAY-BRITE show case units are union wired and furnished completely assembled with all fittings and switch, ready for installation. Wall case equipment the same except for switch.

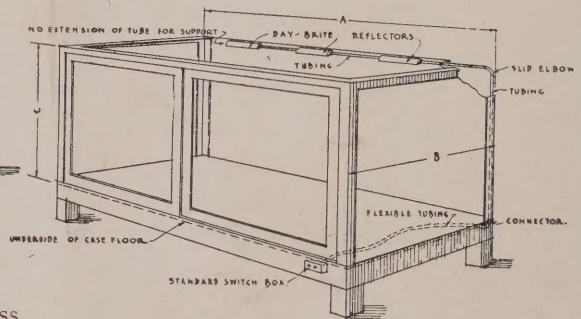
For All Plate Cases



DAY-BRITES in all plate glass cases are inconspicuous. Installations are easy to make—simply slip the clip between front and top plate, bend down, and the reflector is held secure.

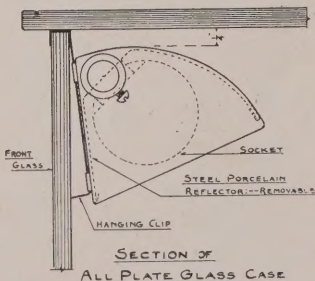
The vertical tubing in all plate glass installations is placed at the inside back of case, thus leaving an absolutely clear-vision front. The switch box is installed in rear base of case, making it easily accessible and out of sight.

For Wood Frame Cases

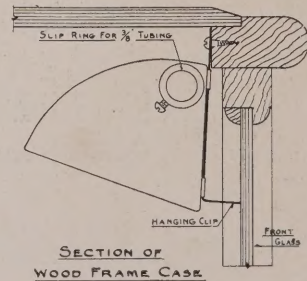
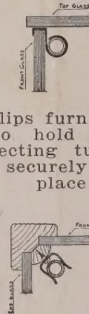


DAY-BRITES are easy to install in wood frame cases. A screw through the hanging clip and into the top frame holds the reflector for a lifetime of efficient service.

In wood frame cases the down tubing is placed inside the front corner of the case, concealed by the wood up-right. The switch is in the rear base of case.



Clips furnished to hold connecting tubing securely in place

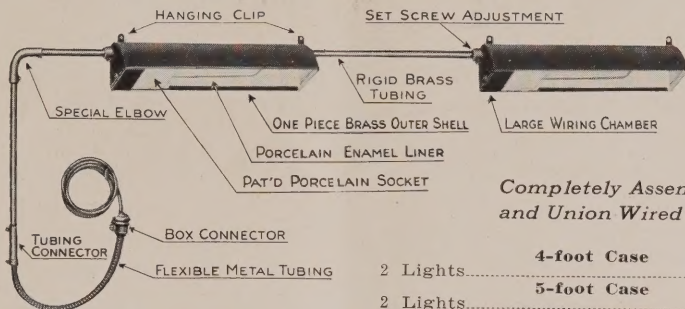


♦♦ The Light that NEVER fails ♦♦

DAY-BRITE

Show Case Lighting

Easy to Install



*Completely Assembled
and Union Wired —*

EVERY show case is a miniature show window and should receive such consideration. A well-lighted display case will draw attention—light attracts, and if merchandise is properly illuminated it will create that desire for ownership. Light is an efficient and economical salesman. The best results are obtained with DAY-BRITES.

Note how easily DAY-BRITES are ordered and installed.



See Page 2 for instructions how to order Day-Brites.

2 Lights	4-foot Case	\$11.70
2 Lights	5-foot Case	\$12.45
3 Lights		\$15.75
2 Lights	6-foot Case	\$13.20
3 Lights		\$16.50
4 Lights		\$19.80
3 Lights	7-foot Case	\$17.25
4 Lights		\$20.55
3 Lights	8-foot Case	\$18.00
4 Lights		\$21.30
3 Lights	9-foot Case	\$18.75
4 Lights		\$22.00
5 Lights		\$25.35
3 Lights	10-foot Case	\$19.50
4 Lights		\$22.80
5 Lights		\$26.10
4 Lights	11-foot Case	\$23.55
5 Lights		\$26.85
6 Lights		\$30.15
4 Lights	12-foot Case	\$24.30
5 Lights		\$27.60
6 Lights		\$30.90

These prices are for complete units, wired and assembled with all fittings, including switch, but without lamps. Stock finish on show case units, **Statuary Bronze**. All other finishes 20% additional.

In figuring length of round-corner cases, use outside glass measurements.

Standard Package one set.

Additional Parts

Reflectors, each	\$3.30
Added foot of case, per foot	\$0.75
Vertical tubing over 42 inches, per foot	\$0.50

Individual Parts List

	Standard Package	Quantity
Switch, complete	\$1.00	25
Tubing, per foot	.30	100 ft.
Elbows, each	.40	25
Tubing connectors, each	.30	25
Hanging clips for reflectors, each	.06	25
Spring tubing clips, each	.10	25
Flexible galvanized conduit (5/16-inch) per foot	.12	250 ft.
Flexible galvanized conduit (3/8-inch) per foot	.20	250 ft.
5/16-inch flexible tubing box connector	.20	25
3/8-inch flexible tubing box connector	.12	25
5/16-inch flexible tubing straps	.10	25

✻ The Light that NEVER fails ✻

DAY-BRITE

Wall Case Lighting

Practical - Inexpensive



DAY-BRITE Wall Case Reflectors are economical. There are no ornamental or unnecessary parts to add to their cost. Every part is hidden from view. DAY-BRITE eliminates the costly plated finish and uses spray finish on the wall case reflectors. Flexible tubing is used to connect the individual reflectors. The saving is noteworthy and the result is perfect.

These outfits are completely wired and assembled; furnished with all fittings and have a three foot flexible conduit lead for electrical connection. Stock finish, aluminum spray.

4-foot Section		7-foot Section		10-foot Section	
2 Lights.....	\$ 8.00	3 Lights.....	\$12.25	3 Lights.....	\$13.75
		4 Lights.....	\$15.00	4 Lights.....	\$16.50
				5 Lights.....	\$19.25
5-foot Section		8-foot Section		11-foot Section	
2 Lights.....	\$ 8.50	3 Lights.....	\$12.75	4 Lights.....	\$17.00
3 Lights.....	\$11.25	4 Lights.....	\$15.50	5 Lights.....	\$19.75
				6 Lights.....	\$22.50
6-foot Section		9-foot Section		12-foot Section	
2 Lights.....	\$ 9.00	3 Lights.....	\$13.25	4 Lights.....	\$17.50
3 Lights.....	\$11.75	4 Lights.....	\$16.00	5 Lights.....	\$20.25
4 Lights.....	\$14.50	5 Lights.....	\$18.75	6 Lights.....	\$23.00

INDIVIDUAL PARTS

Each additional Reflector.....	\$2.75
Add to any section for switch.....	\$1.00
For each additional foot of case, add.....	\$0.50

Wall case units include three feet flexible tubing from end reflector for electrical connection.

Additional tubing and wire, per foot, 25 cents extra.

Add 10% for special sprayed finish. The above is a list of standard complete fixtures.

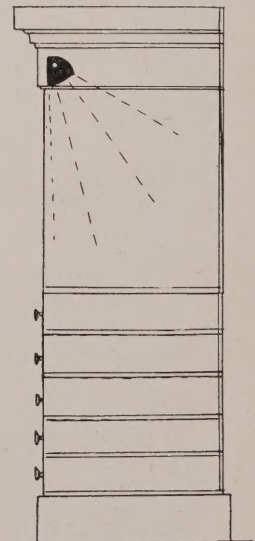
No lamps furnished with the above. For best results use 25-watt, 120-volt, 6-inch tubular lamps with these outfits. Larger sets, with more reflectors than listed, will be furnished, if desired.

HOW TO ORDER WALL CASE REFLECTORS

Face front of case and state which end is to have electrical connection. Give inside length of case and number of reflectors for every wall case to be illuminated.



End View
of Reflector.
1/4 actual size



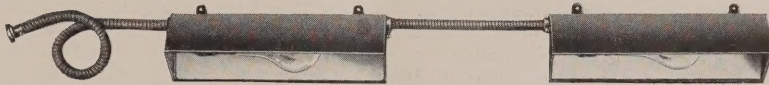
Indicating how Day-brites are installed in wall cases. Unit is out of sight; concealed behind cornice.

*** Originators of Porcelain Enameled Lining for Display Reflectors ***

DAY-BRITE

JUMBO REFLECTORS

for Clothing Cabinets and Large Display Cases



THIS type of reflector specially designed for large wall cases.

These units are completely wired and assembled, the reflectors being connected by flexible steel conduit. Approved by the Underwriters' Laboratories.

There is a three-foot lead and allowance space up to three feet between reflectors at prices below. For additional spacing and additional end tubing, add 50 cents per foot.

No. 95—Assembled Unit

Made of brass; **Statuary Bronze** Plated Finish. Nine inches long, for standard lamps up to 60 watts. Tubing to match. Complete with lead and connecting tubing; wired. Per reflector.....\$7.75

No. 96—Assembled Unit

Same as above style. Made of plain metal. **Aluminum** Sprayed Finish. Per reflector.....\$5.00

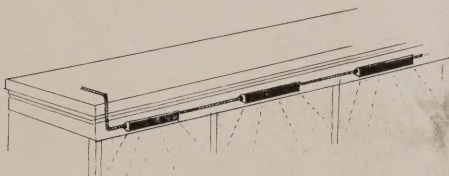
No. 120—Assembled Unit

Made of Brass; **Statuary Bronze** Plated Finish. Twelve inches long, for standard lamps up to 100 watts. Tubing to match. Complete with lead and connecting tubing; wired. Per Reflector\$8.75

No. 121—Assembled Unit

Same as above style. Made of plain metal. **Aluminum** Sprayed Finish. Per Reflector.....\$6.00

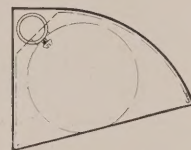
[Finishes other than standard 10% additional.]



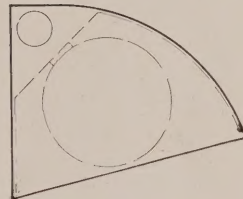
Showing inside concealed arrangement of Reflectors.

Face front of case or window to state which end is to have electrical connection. Give size of case or window and number of reflectors when ordering.

No lamps are furnished with these units. Use any standard lamp up to size as specified above.

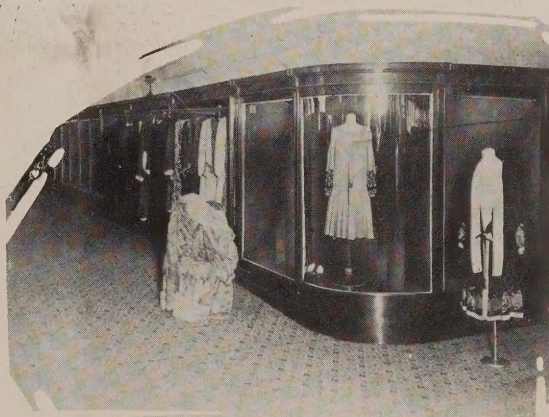


Showing end view of Nos. 95 and 96.
Height 3 1/4".
Opening 4 1/4".



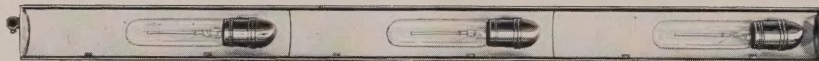
Showing end view of Nos. 120 and 121.
Height 4 1/4".
Opening 5 1/2".

[Numbers 95, 96, 120, and 121 Single Unwired Reflectors listed in these units are shown on page nine.]



DAY-BRITE

Continuous Trough Show Case Reflectors



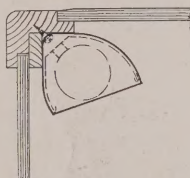
DAY-BRITES with higher efficiency can be secured with the continuous trough feature. With the lamps close together, a marvelous flood of light is thrown on the merchandise.

Straight Reflectors

STYLE No. 2100			Per Foot	Per Foot
No. 2102—Drawn Steel.	Aluminum or any standard spray finish.....		\$3.40	\$3.90
No. 2100—Drawn Steel.	Statuary Bronze or Gun Metal Plated.....		4.00	4.50
No. 2101—Drawn Brass.	Statuary Bronze or Gun Metal Plated.....		4.60	5.10
STYLE No. 1900				
No. 1912—Drawn Steel.	Aluminum or any standard spray finish.....		3.40	3.90
No. 1900—Drawn Steel.	Statuary Bronze or Gun Metal Plated.....		4.00	4.50
No. 1911—Drawn Brass.	Statuary Bronze or Gun Metal Plated.....		4.60	5.10

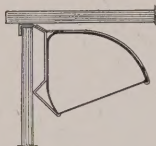
DAY-BRITE continuous trough lights are union wired with eight feet of wire for electrical connection to switch box.

(For fittings and tubing to bottom of case and flexible tubing under case, add to the cost of the fixture as shown on opposite Page 7.)



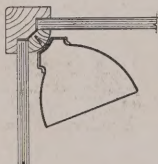
No. 1900-11-12

Illustrating the method of installation in wood frame case.



No. 1900-11-12

Illustrating the method of installation in all plate glass case.



No. 2100-1-2

Illustrating the method of installation.

DAY-BRITE continuous trough lighting is also made for oval end cases. To insure perfect fit we advise sending full-size template with order, all dimensions being clearly specified. Curved troughs are \$10.00 per foot, 25% additional charge for curved section totalling less than 12 feet, 10% additional for straight sections totalling less than 10 feet.

Mitres \$6.00 each set additional. Special finishes 10% extra.



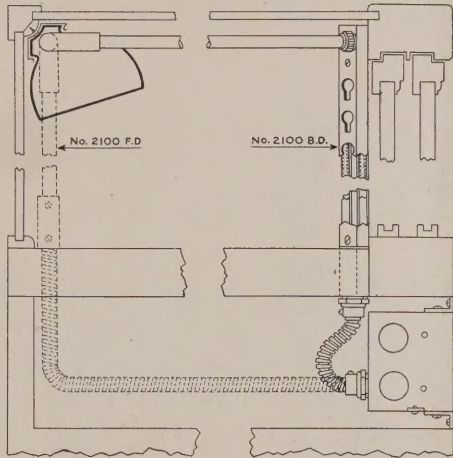
Illustrating DAY-BRITES continuous trough lighting in use in the Modern Display Rooms of the Union Electric Light & Power Company, St. Louis, Mo.

♦♦ The Light that NEVER fails ♦♦

End Fittings and Tubing

For Continuous Trough Show Case Reflectors

DAY-BRITES are easy to install. All tubing connections are secured by means of set screws—no bothersome threaded connections to make.

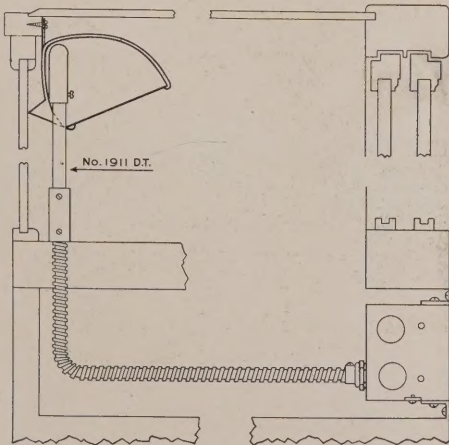


No. 2100BD

Consisting of all fittings, tubing and keyhole strip, complete to switch box,
\$6.00

No. 2100FD

Same as above,
\$3.00

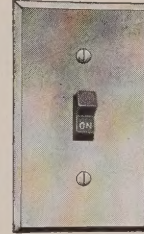


No. 1911DT

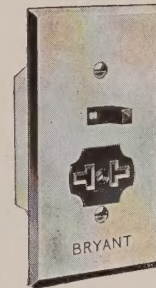
Consisting of all fittings and tubing complete to switch box, price
\$3.00

NOTE:

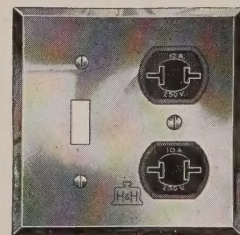
Give inside measurements of case when ordering end fittings



Complete S. P. Switch Box and Plate.....\$1.00



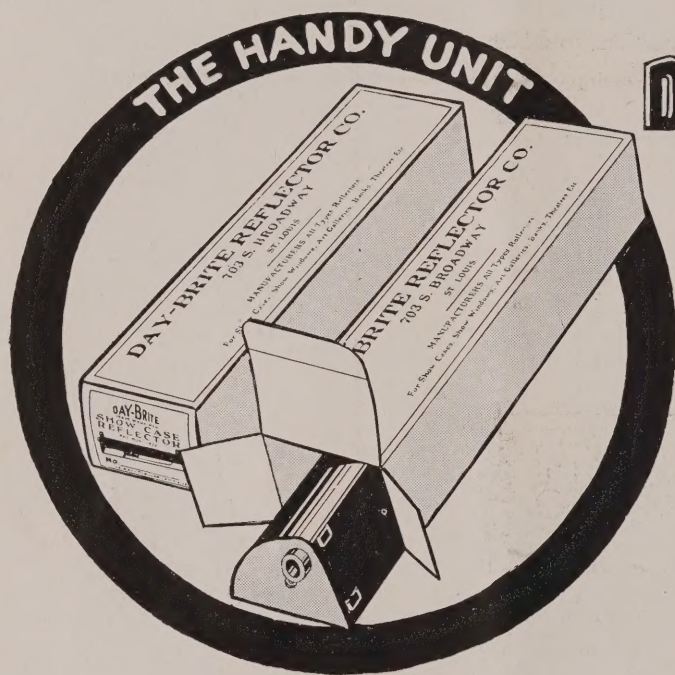
Single Receptacle, Switch, Box, Plate..\$3.50



Double Receptacle, Switch, Box, Plate..\$3.50

DAY-BRITE

Here's The Story of The Individually Packed



DAY-BRITES

Day-Brites can be obtained from the electrical jobbers' stock. These single reflectors are individually packed in neat cartons—bright—ready for use. They are the standard porcelain enameled type, suitable for various uses. Order some today and learn the advantages of Day-Brite Lighting.



In 25, 50 and
100 watt sizes



For Any Type and Size Display Case!

There's a convenience to buyer and seller in the individually packed Day-Brites. Your electrical jobber can furnish these unwired reflectors from his stock.

You will find all necessary fittings for each reflector included in the carton. This is another Day-Brite customer courtesy.

Continually manufacturing these reflectors and immediately packing them, gives us an opportunity to systematize our inspection. Each reflector is carefully inspected for possible imperfections. The result is a satisfying product to the final user.

♦♦ The Light that NEVER Fails ♦♦

SINGLE *unwired* UNITS

THESE handy, unwired units have many uses. They are individually packed in neat cartons, together with necessary hanging clips and screws for making installations.

For 6-inch Tubular Lamp Only



Single unit, nine inches long—outer shell drawn of one-piece brass. Will take 6-inch tubular lamp only. For complete assembled show case unit see page 3; for small wall case unit see page 4.

No. 90—Made of Brass. Statuary Bronze Plated.....\$3.30
(Use $\frac{3}{8}$ -inch brass tubing with above.)

No. 91—Aluminum Spray Finish; each.....\$2.75
(Use $\frac{5}{16}$ -inch flexible steel conduit or $\frac{1}{2}$ -inch brass tubing with above.)

Standard Package 12

For Standard Lamps to 60 Watts



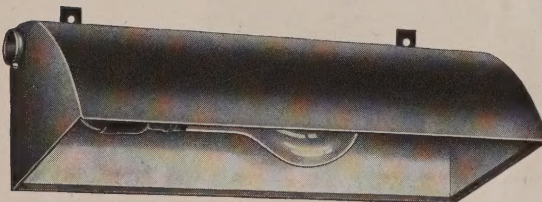
This unit is nine inches long and can be used with standard lamps up to 60 watts. Use $\frac{5}{16}$ -inch flexible steel conduit, $\frac{1}{4}$ -inch iron pipe or $\frac{1}{2}$ -inch brass tubing with above. See page 5 for completely assembled unit for large wall cases.

No. 95—Made of Brass. Statuary Bronze Plated.
Each\$6.00

No. 96—Made of Plain Metal. Aluminum Spray
Finish. Each\$3.50

Standard Package, No. 95—6; No. 96—12

For Standard Lamps to 100 Watts



This unit is 12 inches long and takes standard lamps up to 100 watts. Use $\frac{3}{8}$ -inch iron pipe, $\frac{3}{8}$ -inch flexible steel conduit or $\frac{5}{8}$ -inch brass tubing or 14 BX wire with above.

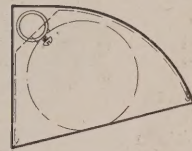
No. 120—Made of Brass. Statuary Bronze Plated.
Each\$7.00

No. 121—Made of Plain Metal. Aluminum Spray
Finish. Each\$4.20

Standard Package 6 Special Finish 10% additional.

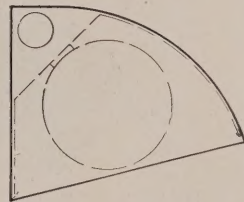


Showing end view of No. 90 and 91 Reflector. Illustration one-fourth actual size.



Showing end view of No. 95 and 96 Reflector.

Height $3\frac{1}{8}$ ".
Opening $4\frac{1}{4}$ ".



Showing end view of No. 120 and 121 Reflector.

Height $4\frac{1}{4}$ ".
Opening $5\frac{1}{2}$ ".

Pull chain sockets furnished on Nos. 95, 96, 120 and 121 are 50 cents additional.

DUO *unwired* UNITS

WHEN an intense light is desired, the DAY-BRITE duo units cannot be surpassed. They throw an exceptionally strong, evenly-distributed light.



This unit for standard 6-inch tubular lamp only. Reflector is 18 inches long, with two sockets.

- No. 190—Made of Brass. Statuary
Bronze plated. Each.....\$7.00
No. 191—Plain Metal. Aluminum
Spray Finish. Each.....\$5.25

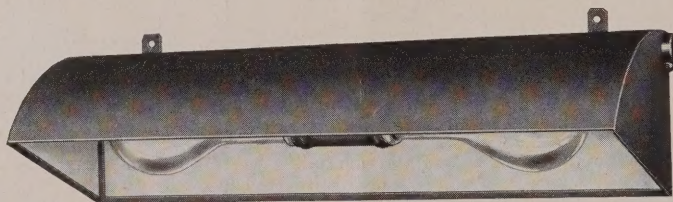
With No. 190 use $\frac{3}{8}$ -inch brass tubing; with No. 191 use $\frac{5}{16}$ -inch steel flexible conduit or $\frac{1}{2}$ -inch brass tubing.



This unit for standard lamps to 60 watts. Reflector is 15 inches long and is furnished with twin socket. Pull chain socket may be had at \$1.00 additional.

- No. 195—Made of Brass. Statuary
Bronze Plated. Each.....\$8.00
No. 196—Plain Metal. Aluminum
Spray. Each\$6.00

With No. 195 and 196 use $\frac{5}{16}$ -inch steel flexible conduit, $\frac{1}{4}$ -inch iron pipe or $\frac{1}{2}$ -inch brass tubing.



This unit for standard lamps to 100 watts. Reflector is 15 inches long and fitted with a twin socket. Pull chain socket can be furnished at \$1.00 additional.

- No. 220—Made of Brass. Statuary
Bronze Plated. Each.....\$8.75
No. 221—Plain Metal. Aluminum
Spray. Each\$7.00

Use $\frac{3}{8}$ -inch flexible steel conduit, $\frac{3}{8}$ -inch iron pipe, $\frac{5}{8}$ -inch brass tubing or 14 B. X. wire with Nos. 220 and 221.

Special Finish 10% Additional.

Standard Package 6 Assorted.

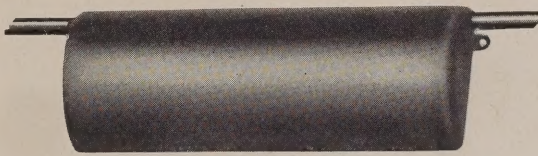
DAY-BRITE

REFRIGERATOR

DISPLAY CASE LIGHTING

DAY-BRITES make refrigerator displays more appealing. The cleanliness and tastiness of the display is emphasized with DAY-BRITES.

This fixture is constructed of heavy brass, which is not affected by moisture. It is supplied in Statuary Bronze, Gun Metal and Nickel Plated Finish. Each unit is 8



No. 40
For Surface Wiring

inches long and furnished complete with liner, socket and fittings, ready to install. The type illustrated is for surface wiring only. For tubing, etc., see list below.

No. 40—Complete Reflector
only.....\$4.50



No. 50—This unit is identical to the No. 40 described above, with the exception that it is closed at the ends and is furnished with a wiring outlet at back center. Special junction box must be used with this fixture. Furnished in Statuary Bronze, Gun Metal and Nickel Plated finish. Complete Reflector only..\$3.60

List of Parts for Surface Wiring

		Standard Package Quantity
3/8-in. rigid brass tubing, plated.		
Per foot	\$.30	100 ft.
Elbows	.40	25
5/16-in. flexible steel conduit.....	.12	250 ft.
Straight connector	.30	25
Flexible tubing box connector.....	.20	25
Switch, complete	1.00	25
Straps for 5/16-in. flexible tubing....	.10	25
No. 18 slow-burning wire. Per ft....	.06	250 ft.
No. 14 slow-burning wire. Per ft....	.08	250 ft.
Special Junction Box.....	.40	25



No. 50
For Concealed Wiring

These reflectors take 6-inch
tubular lamps only.

Standard Package 12.

DAY-BRITE

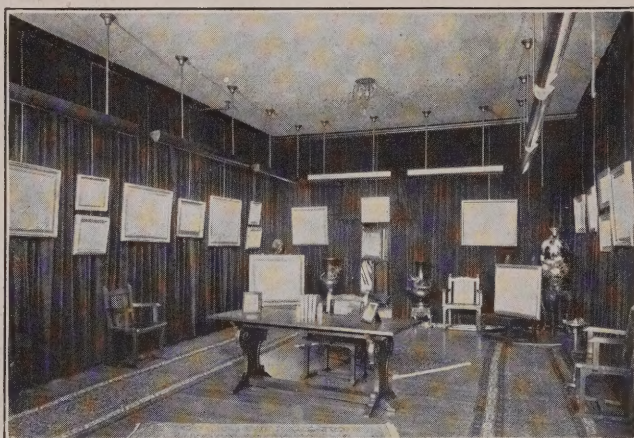
OVERHEAD TROUGH LIGHTING

for

Art Galleries

Picture and Rug Depts.

Showing the proper installation of No. 770 Picture Reflectors in a well-known art gallery.

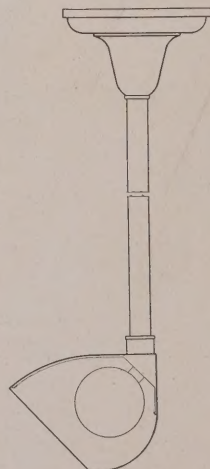


ART galleries cannot be too well lighted. The proper effect depends entirely on the lighting. Rug and tapestry departments in department stores also create more interest in their displays when well lighted. Success in selling is approached easier through DAY-BRITE proper lighting.

No. 770—A strong steel fixture, porcelain enamel lined; easy to keep clean. Made in lengths to ten feet, with provisions for joining additional units. Wired with twin porcelain sockets, 24 inches apart. Complete with necessary hanging supports. Will take lamps up to 100 wattage. Any desired spray finish.
 Per foot\$8.00
 75 cents per foot additional charge for sections less than 4 feet on orders totaling less than 12 feet.

How to Order Picture Reflectors

To properly illuminate any picture, the reflector should be about one-half to two-thirds the width of the canvas. The adjustment of the fixture depends principally upon the height at which the picture is hung. The best result is obtained by individual adjustment. The reflector should project about half the picture's height from the canvas. Viz.: on a 24-inch high picture the reflector should project about 12 inches. DAY-BRITES are adjustable both horizontal and vertical and assure good lighting. Do not include frame in measuring pictures for reflectors.



◆◆◆ Originators of Porcelain Enameled Lining for Display Reflectors ◆◆◆

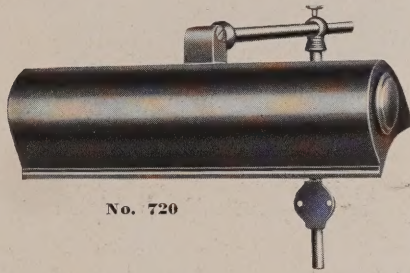
Picture Reflectors

for 6-inch Tubular Lamps

THE success or failure of a picture depends on lighting, as well as the work of the artist. Good lighting is essential in bringing out the true tone and color.

DAY-BRITE will enhance the beauty of any picture. The porcelain enameled liner that does not tarnish, crack, chip or peel, assures a continued, perfect reflecting surface—never a glaring or spotty light, caused by time-worn reflectors.

The lamps are concealed from view at every tilt of the fixture. DAY-BRITES are without equal for oil paintings, water colors, charcoals, etchings, photographs, tapestries, bronze tablets and statuary.



No. 720

FOR 6-INCH TUBULAR LAMPS Plain Metal—Gold Spray Finish

Catalog No.	Length Reflector	No. Lights	No. Brackets	Price
720	9 in.	1	1	\$ 9.00
721	14 in.	2	1	11.50
722	24 in.	3	1	18.50
723	28 in.	4	2	22.00

Brass—Brush Brass Finish

Catalog No.	Length Reflector	No. Lights	No. Brackets	Price
730	9 in.	1	1	\$11.50
731	14 in.	2	1	14.50
732	24 in.	3	1	22.00
733	28 in.	4	2	28.00

Standard package quantity 12 assorted.

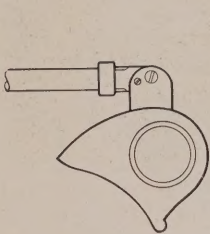


Illustration end view
700 series; one-fourth
actual size.

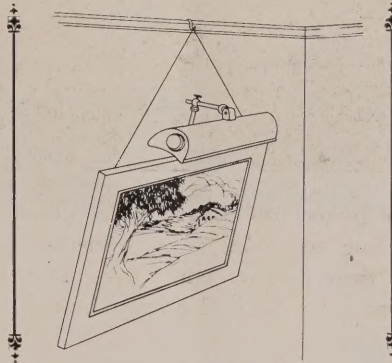
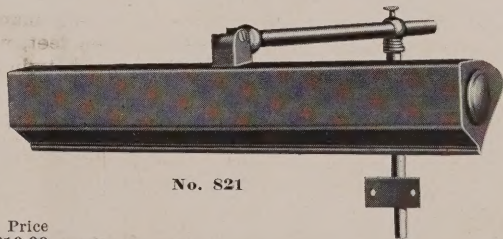


Illustration above
shows end view 800
series; 1/4 actual size.

Push button switch can be furnished with any of the above reflectors at an additional cost of \$3.00 each.



No. 821

Plain Metal—Gold Spray Finish

Catalog No.	Length Reflector	No. Lights	No. Brackets	Price
S20	9 in.	1	1	\$10.00
S21	14 in.	2	1	12.50
S22	24 in.	3	1	20.00
S23	28 in.	4	2	24.00

Brass—Brush Brass Finish

Catalog No.	Length Reflector	No. Lights	No. Brackets	Price
S30	9 in.	1	1	\$12.50
S31	14 in.	2	1	15.50
S32	24 in.	3	1	23.50
S33	28 in.	4	2	30.00

Standard package quantity 12 assorted.

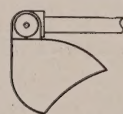


Illustration
one-fourth
actual size.

FOR USE WITH CANDELABRA LAMPS

No. 880 — Steel (Gold Sprayed); 6 in. long.....\$8.00

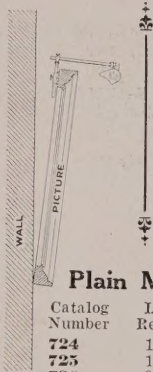
No. 890 — Brass (Brush Brass); 6 in. long.....\$9.50
Standard pkg. quantity 6.

DAY-BRITE

Large Size Picture Reflectors

for Lamps to 50 Watts

IF in doubt as to the Reflector that will best fill your requirements, send us the size of your picture and we will recommend the proper fixture.



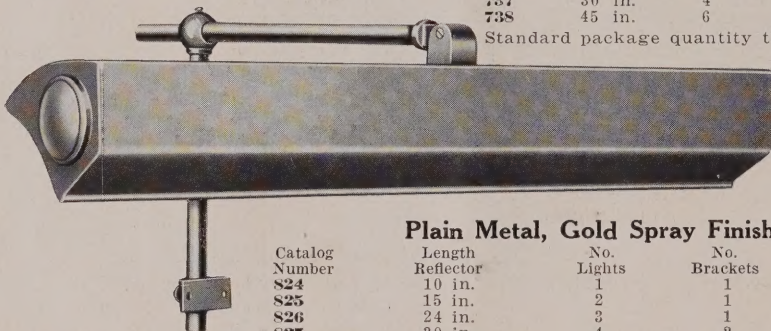
Plain Metal, Gold Spray Finish

Catalog Number	Length Reflector	No. Lights	No. Brackets	Price
724	10 in.	1	1	\$11.75
725	15 in.	2	1	15.00
726	24 in.	3	1	19.00
727	30 in.	4	2	30.00
728	45 in.	6	2	36.00

Brass—Brush Brass Finish

Catalog Number	Length Reflector	No. Lights	No. Brackets	Price
734	10 in.	1	1	\$15.00
735	15 in.	2	1	19.00
736	24 in.	3	1	24.50
737	30 in.	4	2	36.00
738	45 in.	6	2	42.00

Standard package quantity three assorted.



Plain Metal, Gold Spray Finish

Catalog Number	Length Reflector	No. Lights	No. Brackets	Price
S24	10 in.	1	1	\$11.75
S25	15 in.	2	1	15.00
S26	24 in.	3	1	19.00
S27	30 in.	4	2	30.00
S28	45 in.	6	2	36.00

Brass—Brush Brass Finish

Catalog Number	Length Reflector	No. Lights	No. Brackets	Price
S34	10 in.	1	1	\$15.00
S35	15 in.	2	1	19.00
S36	24 in.	3	1	24.50
S37	30 in.	4	2	36.00
S38	45 in.	6	2	42.00

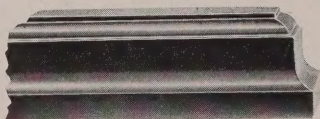
Standard package quantity, three assorted.

Push Button Switches can be furnished with any of the above reflectors at an additional cost of \$3.00 each.

PICTURE FOOT LIGHT

For Mantle Pieces and Book Cases

for 6 inch Tubular Lamp



This reflector is made of drawn bronze moulding lined with DAY-BRITE porcelain enamel liner and porcelain sockets. Furnished in any desired plated or sprayed finish. Complete with 9 feet cord and plug.

No. 780—15 inches long, 2 lights.....	\$30.00
No. 781—30 inches long, 4 lights.....	\$45.00

— The Light that NEVER fails —

Handy Lighting Units

THE handy units listed in this page find many uses about the store, bank, theatre, hotel, office, church, school, restaurant and home.



Standard 18-inch Bank Reflectors

With diffusing glass bottom for mounting over cashiers' cages, etc. The liner is of porcelain enameled steel with twin pull chain socket. Wired complete and ready for installation.

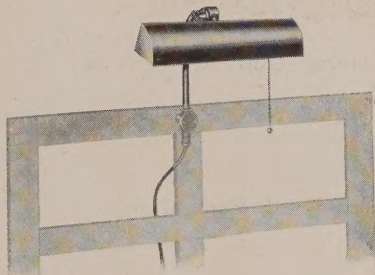
Unwired fixture complete with fittings, 80 cents less.

Standard package, 6.

Also furnished in continuous lengths, see Page 20,

See Page 20 for sizes and design of the above fixtures.

- No. 1014—Steel reflector (25-watt tubular lamp).....\$11.75
 - No. 1024—Brass reflector (25-watt tubular lamp).....\$15.00
 - No. 1012—Steel reflector (standard lamps to 25 watts).....\$12.75
 - No. 1022—Brass reflector (standard lamps to 25 watts).....\$16.25
 - No. 1011—Steel reflector (standard lamps to 60 watts).....\$13.25
 - No. 1021—Brass reflector (standard lamps to 60 watts).....\$17.25
 - No. 1010—Steel reflector (standard lamps to 60 watts).....\$13.25
 - No. 1020—Brass reflector (standard lamps to 60 watts).....\$17.25
 - No. 1016—Drawn Steel Reflector. (Standard lamps to 60 watts.) Gold, Black or Bronze Sprayed Finish.....\$16.50
 - No. 1026—Drawn Bronze. (Standard lamps to 60 watts.) Brush Brass, Statuary Bronze or Natural Bronze plated.....\$20.00
- NOTE:—All frames hinged on above fixtures.



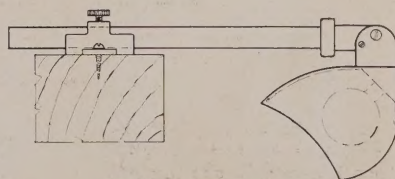
Showing a No. 505 in use

These lighting fixtures have many uses. Adjustment can be easily made in projecting arm or on tilting of reflector. The reflectors are lined with porcelain enameled steel. Each fixture is wired complete with a pull chain socket and 9 feet of silk cord.

FOR 6-INCH TUBULAR LAMPS ONLY

- No. 505—Made of Brass. Statuary Bronze or Brush Brass finish. Each\$ 9.00
- No. 511—Plain Metal. Sprayed finish of Gold, Bronze or Black; ea.....\$ 8.00
- No. 510—Made of Brass. Statuary Bronze or Brush Brass finish; ea.....\$10.00

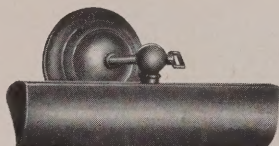
Standard Package on All Items on this Page, 6



Showing side view of Nos. 510 and 511

Reflectors For

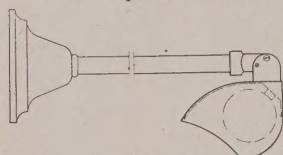
Wall Cases - Fitting Rooms - Mirror Alcoves -



FOR SIX-INCH TUBULAR LAMPS—FLUSH TYPE

(9-inch Reflector; 10-inch Support Arm)

- No. 145—Plain Metal. Any standard sprayed finish.....\$ 8.75
 No. 130—Brass. Finished in Brush Brass or Statuary Bronze plated\$10.00



FOR SINGLE STANDARD LAMPS TO 60 WATTS FLUSH TYPE

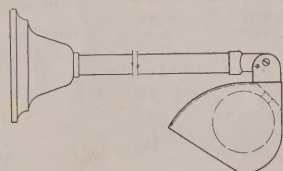
(9-inch Reflector; 10-inch Support Arm)

- No. 146—Plain Metal. Any standard sprayed finish.....\$11.00
 No. 131—Brass. Statuary Bronze or Brush Brass finish.....\$13.00

FOR TWO STANDARD LAMPS TO 60 WATTS—FLUSH TYPE

(14-in. Reflector; Twin Porcelain Socket; 12-in. Support Arm)

- No. 147—Plain Metal. Any standard sprayed finish.....\$12.75
 No. 132—Brass. Brush Brass or Statuary Bronze finish.....\$15.50



FOR SINGLE STANDARD LAMPS TO 100 WATTS FLUSH TYPE

(10-in. Reflector; 18-in. Support Arm)

- No. 161—Plain Metal. Any standard sprayed finish.....\$12.00
 No. 160—Brass. Statuary Bronze or Brush Brass finish.....\$15.00

FOR TWO STANDARD LAMPS TO 100 WATTS

(15-in. Reflector; Twin Porcelain Socket; 18-in. Support Arm)

- No. 163—Plain Metal. Any standard sprayed finish.....\$14.00
 No. 162—Brass. Statuary Bronze or Brush Brass finish.....\$17.50



36" x 28" high



All fixtures on this page are wired, complete with crowfoot and canopy, ready for installation.

ADDITIONAL PARTS

Single pull chain socket, additional.....
 Twin pull chain socket, additional.....
 Goose neck, instead of straight support arm.....

Standard packages

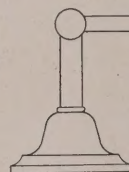
Standard package quantity does not apply to continuous trough reflectors less than four feet totaling less than ten feet.

BRACKET REFLECTORS IN CONTINUOUS

- No. 146C—(12-in. arm.) Continuous reflector standard sprayed finish. Per foot.....
 No. 131CB—Same style fixture in Brass, Brush. Per foot.....
 No. 750C—(18-in. arm.) Continuous reflector standard sprayed finish. Per foot.....
 No. 751CB—Same style fixture in Brass, Brush. Per foot.....

OVERHEAD

[Special spray finishes 10% additional.]



No. All cross 1/8 Actual

FOR STANDARD LAMPS TO 60 WATTS

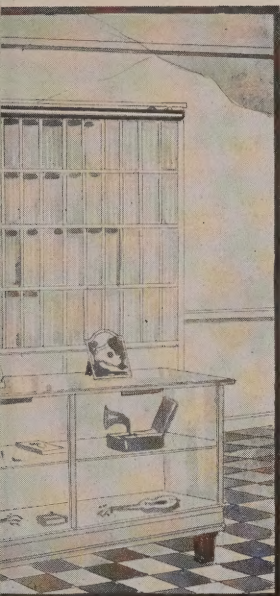
(14-in. Reflector; Twin Porcelain Socket; 18-in. Support Arm)

- No. 750—Plain Metal. Any standard sprayed finish.....\$15.00
 No. 751—Brass, Brush Brass or Statuary Bronze finish.....\$18.00

Originators of Porcelain Enamel

General Use

Display Cabinets - Coupon Booths - Signs - Etc.



Heavy supports are used to insure long-time service.

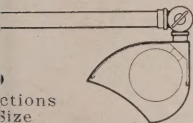
FOR BRACKETS

.....	\$0.50
additional	1.00
all brackets, three.	1.00
to continuous trough reflectors. All con-	
75 cents per foot, additional, on orders	

TROUGH FOR LAMPS TO 60 WATTS

flush type. Made of steel; any	
Brass or Statuary Bronze finish.	\$6.50
overhead type. Made of steel; any	\$8.50
Brush Brass or Statuary Bronze finish.	\$7.75
.....	\$9.75

BRACKET



[Special plated finishes 20 % additional.]

FOR STANDARD LAMPS TO 100 WATTS

(15-in. Reflector; Twin Porcelain Socket; 18-in. Support Arm)	
No. 760—Plain metal. Any standard sprayed finish	\$16.50
No. 761—Brass. Statuary bronze or brush brass finish	\$20.00
(Pull chain sockets for above at additional.)	\$1.00

FOR 6-INCH TUBULAR LAMPS FLUSH TYPE

(9-in. Reflector; 10-in. Support Arm)

No. 245—Plain Metal. Any standard sprayed finish	\$ 8.75
No. 230—Brass. Finished in Brush Brass or Statuary Bronze plated	\$10.00



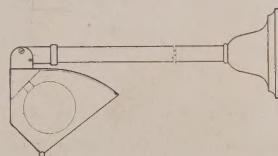
FOR TWO 6-INCH TUBULAR LAMPS (14-inch Reflector; Twin Socket)

No. 214—Plain Metal. Any standard spray finish	\$11.50
No. 229—Brass. Finished in Brush Brass or Statuary Bronze	\$14.00

FOR SINGLE STANDARD LAMPS TO 60 WATTS FLUSH TYPE

(9-in. Reflector; 12-in. Support Arm)

No. 246—Plain Metal. Any standard sprayed finish	\$11.00
No. 231—Brass. Statuary Bronze or Brush Brass finish	\$13.00



FOR TWO STANDARD LAMPS TO 60 WATTS

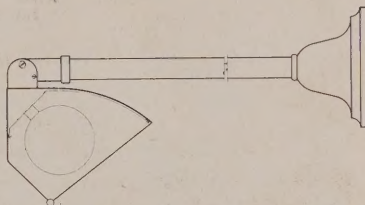
(14-in. Reflector; Twin Porcelain Socket; 12-in. Support Arm)

No. 247—Plain Metal. Any standard sprayed finish	\$12.75
No. 232—Brass. Brush Brass or Statuary Bronze finish	\$15.50

FOR SINGLE STANDARD LAMPS TO 100 WATTS FLUSH TYPE

(10-in. Reflector; 18-in. Support Arm)

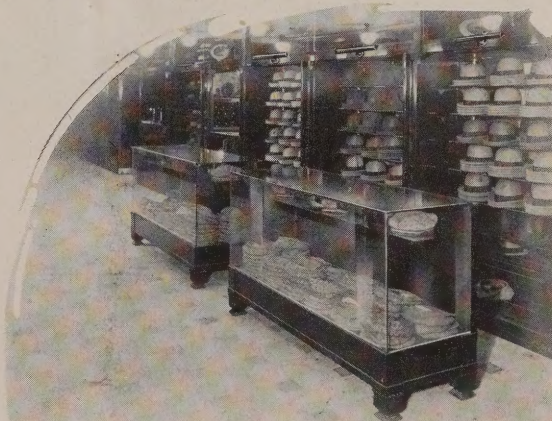
No. 261—Plain Metal. Any standard sprayed finish	\$12.00
No. 260—Brass. Statuary Bronze or Brush Brass finish	\$15.00



FOR TWO STANDARD LAMPS TO 100 WATTS

(15-in. Reflectors; Twin Porcelain Socket; 18-in. Support Arm)

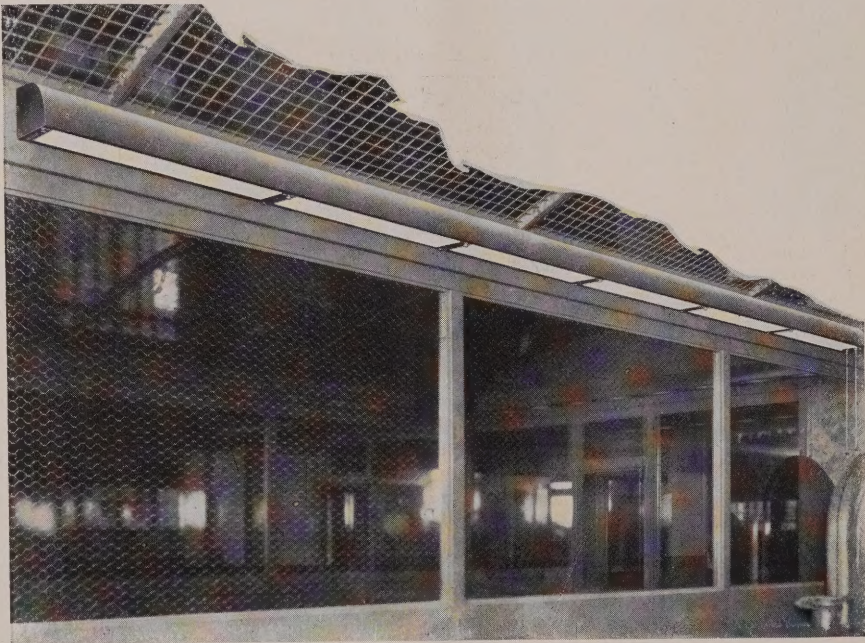
No. 263—Plain Metal. Any standard sprayed finish	\$14.00
No. 262—Brass. Statuary Bronze or Brush Brass finish	\$17.50



Special Lighting Equipment

BECAUSE of the many conditions surrounding the manufacture of special lighting fixtures, we find it necessary to eliminate prices in this section of the book.

We will quote prices on request, having ascertained the nature of the work and the quantities ordered. This insures complete satisfaction to all concerned.



We are equipped to make all types of special lighting fixtures. Our designing department is at your service.

DAY-BRITE

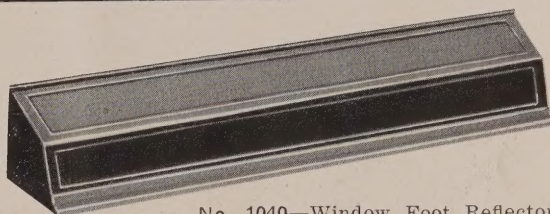
Window Foot Lighting

With or Without Diffused Glass Shield



at the
**WORLD'S BUSIEST
CORNER**

in the Boston Store,
State and Madison Sts.,
Chicago.



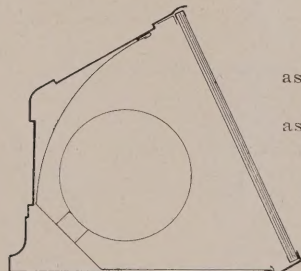
No. 1040—Window Foot Reflector.

SHOW windows play an important part in the success of the modern store. The window display is the merchant's invitation to the passerby to stop and shop. An attractive window is, therefore, essential, and good lighting is indispensable to obtain this end. Window foot lighting puts that extra touch of brilliancy into a display to make it stand out from others. Foot trough lighting is especially adaptable to large windows.

This fixture is made in lengths up to 12 feet, with provisions for coupling together. The reflecting surface is steel porcelain enameled equipped with porcelain sockets, spaced 12 inches apart.

Open Style

No. 1030—Drawn steel.
Any standard sprayed
color.



1/4 actual size.

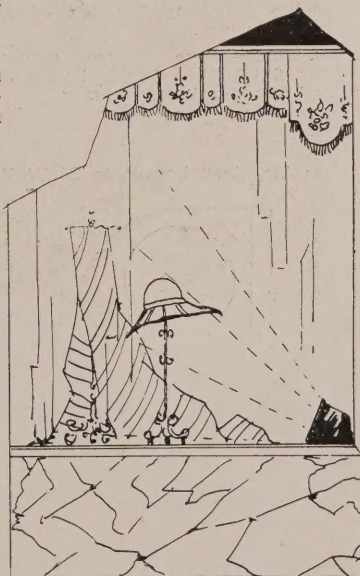
No. 1040—Drawn
bronze, brush brass
statuary bronze or
natural bronze plated

WITH DIFFUSED GLASS FRONT

No. 1030A—Same style
as No. 1030.

No. 1040A—Same style
as No. 1040.

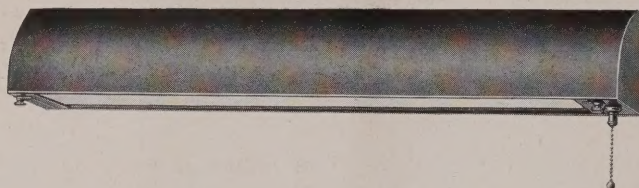
Prices on application.



— 3+ The Light that NEVER fails +—

BANK CAGE REFLECTORS

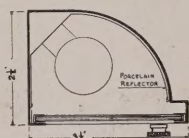
FOUR SIZES AND TYPES



THESE reflectors are lined with porcelain enameled steel that is easily kept clean and gives an ideal illumination of the cage. They are wired complete—with porcelain sockets, 12 inches apart. The four listed styles are made in sections up to ten feet, with provisions for joining sections. Diffused glass bottom standard.

See Page 15 for standard 18-inch Bank Fixtures.

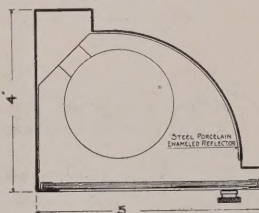
For 25-Watt Tubular Lamps



No. 1014—A plain metal reflector, available in sprayed finish of gold, black or bronze.

No. 1024—Same fixture, made of brass; finished in brush brass, statuary bronze or bank bronze.

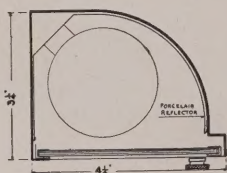
For Standard Lamps to 60 Watts



No. 1011—Plain metal fixture, with choice of the following sprayed finishes; Gold, Black or Bronze.

No. 1021—Same fixture in brass, finished in brush brass, statuary bronze, or bank bronze.

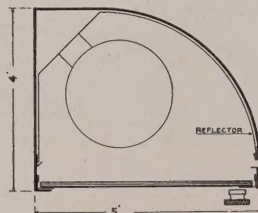
For Standard Lamps to 25 Watts



No. 1012—Made of plain metal, choice of gold, bronze or black sprayed finishes.

No. 1022—Same style fixture, made of brass; finished in statuary bronze, brush brass, or bank bronze.

For Standard Lamps to 60 Watts



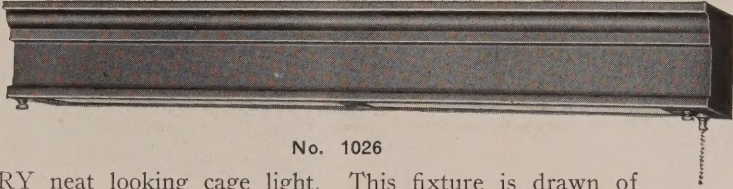
No. 1010—Plain metal fixture; in Gold, Statuary Bronze or Black Sprayed finishes.

No. 1020—Brass as above, in Statuary Bronze or Brush Brass.

Prices on above fixtures quoted on application.

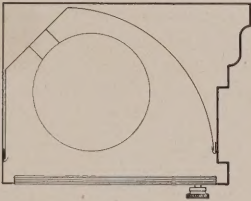
Bank Reflectors

Continuous Trough



No. 1026

A VERY neat looking cage light. This fixture is drawn of heavy metal, has porcelain enamel liners and is wired for lamps up to 60 watts.



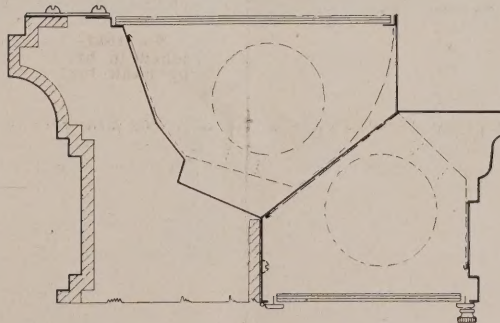
No. 1016—Made of steel, finished in Gold, Black or Bronze Spray.

No. 1026—Made of bronze. Finished in Brush Brass, Statuary Bronze or Bank Bronze.

(See Page 15 for standard 18 inch Section.)

Showing cross section of No. 1016.
Illustration one-fourth actual size.

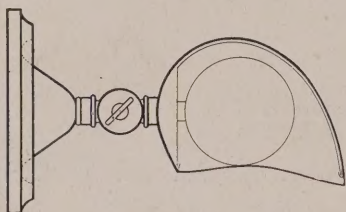
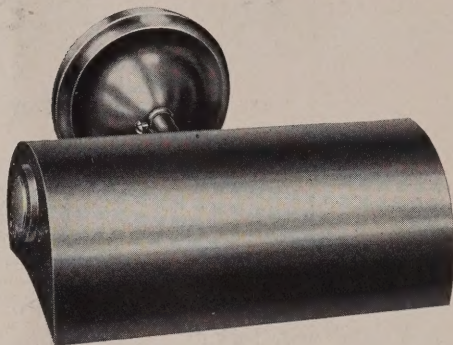
Combination Direct and Indirect Lighting



No. 1050—Up and Down Reflector. A very neat and substantial fixture for combination cage and general illumination. Furnished with outer moulding, drawn of steel or brass, as desired. Liners are porcelain enameled steel, wired complete with porcelain sockets, spaced 12 inches apart. For standard lamps from 25 to 60 watts. Prices on application.

COUPON BOOTH LIGHTS

NO coupon booth is complete without a convenient Desk Light. Safe deposit customers appreciate the comfortable booth fitted with a DAY-BRITE.



End View. $\frac{1}{4}$ actual size.

No. 1365 is an excellent Booth Light, adjustable to the desired angle. The reflector is nine inches long, wired with pull chain socket, ready to install. It is made of steel, with any standard spray finish.

No. 1366 is the same fixture, made of bronze, finished in Plated Brush Brass, Statuary Bronze or Bank Bronze.

CHECK DESK REFLECTOR



This attractive Bank Reflector is another finishing touch to be found in well-appointed institutions.

It is lined with DAY-BRITE porcelain enamel reflector.

The bottom has a diffused glass; the interior is fitted to hold two lamps. Twin pull chain socket.

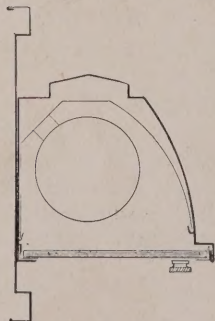


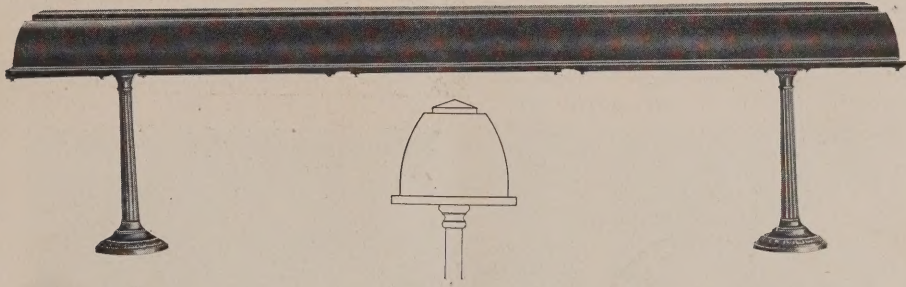
Illustration $\frac{1}{4}$ actual size.

No. 1350—Steel construction. Any standard spray finish.

No. 1360—Bronze construction. Finished Brush Brass, Statuary Bronze, Natural Bronze or Bank Bronze.

Prices on application.

Bank Check Desk Lighting Fixtures



For long check desks or bookkeepers' tables, this fixture is ideal.
Two supports are furnished with each length from 36 to 72 inches.

MADE OF STEEL

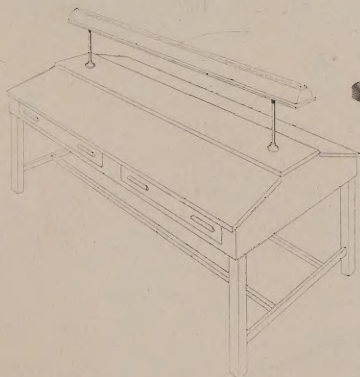
- No. 1301.....36-in. length; for 4 lamps
- No. 1302.....48-in. length; for 6 lamps
- No. 1303.....60-in. length; for 6 lamps
- No. 1304.....72-in. length; for 8 lamps

MADE OF BRONZE

- No. 1311.....36-in. length; for 4 lamps
- No. 1312.....48-in. length; for 6 lamps
- No. 1313.....60-in. length; for 6 lamps
- No. 1314.....72-in. length; for 8 lamps



Successful bankers always think in terms of better service. Well-lighted check desks meet their approval. This fixture is lined with porcelain enameled steel, wired complete with twin porcelain sockets, and switch ready for installation. Will take lamps to 100 watts. Made with or without diffused glass bottom.



No. 1330—Made of steel; Black, Bronze or Gold Spray finish. 18 inches long.

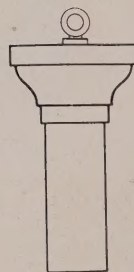
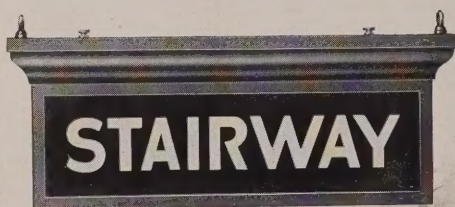
No. 1340—Same as above. Made of Bronze, Brush Brass, Statuary Bronze, natural or Bank Bronze finish.

Prices on application.

Direction Signs

Best Quality

SERVICE is the cry of the shopper today. The successful store must serve quickly, accurately, courteously. Electric signs help to fill these requirements, they direct accurately and quickly.



No. 2350—Size 5 x 16, exclusive of moulding.

This neat appearing double or single-face sign is very efficient and practical. The frame is made of heavy bronze. A special ventilating system prolongs the life of the lamps.

The lettering is raised on opal glass, the letters are white and relief in color to match frame.

No. 2450—Similar to No. 2350, except larger size, 7x28, exclusive of moulding.

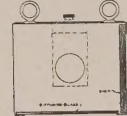
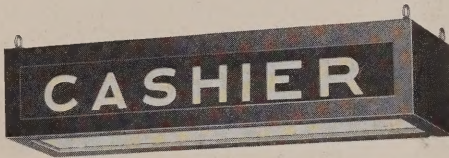
Specify single or double-face lettering.

Prices on application.

DAY-BRITE

DIFFUSED GLASS BOTTOM SIGNS

DIFFUSED glass bottom signs find many uses in banks, offices and theatres. They are very efficient over cashiers' cages.



Showing cross section of No. 1510 reduced to $\frac{1}{8}$ actual size.

No. 1510—An 18 x 4-inch sign 5-inch depth. The framework is **steel**; it is wired and furnished with hanging loops. Choice of the following sprayed finishes: Statuary Bronze, Black, Olive Green or Gold.

No. 1520—Same fixture in bronze, with plated finishes.



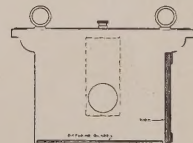
No. 1511—A sign with neat moulding, measuring 20 x 5 inches; 6 inches deep. Steel frame, wired, complete with hanging loops. In the following sprayed finishes: Gold, Black, Olive Green or Statuary Bronze.

No. 1521—Bronze.

No. 1512—Steel; same style as above, with length 28 inches.

No. 1522—Bronze.

Prices on application.



Showing cross section No. 1511 reduced to $\frac{1}{8}$ actual size.

Direction Signs Save Time

Electric direction signs silently give the desired information in that calm, satisfying manner.



No. 2300—A very neat appearing sign, 5 x 16 inches (exclusive of moulding). Made of bronze and equipped with the special DAY-BRITE ventilating system at the top. Lettering is deeply etched in the glass with the light reflected from the top through the edge. Hanging bracket extra.



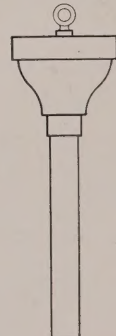
No. 2400—This sign is similar in construction to the No. 2300, with the exception that it is 7 x 28 inches, exclusive of frame.

These signs can be furnished in Statuary Bronze, Brush Brass, Natural Bronze or Bank Bronze finish. For special lettering or hanging bracket, send detailed sketch.

Specify single or double facing.

All hanging signs complete with loops. Signs can be arranged to fit flush on wall; fastened at right angles, or supported with vertical hangers. Send sketch showing how signs are to be hung.

Prices on application.



DAY-BRITE

BARGAIN SQUARE SIGNS

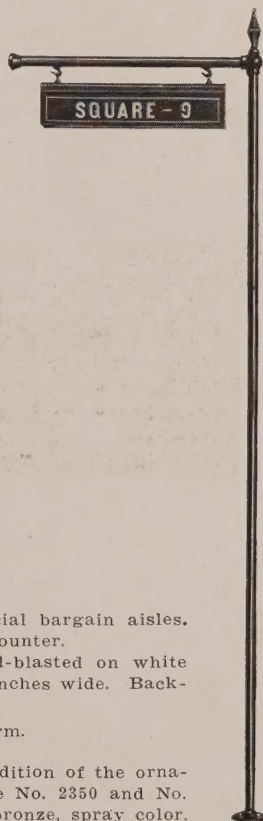
real sales helps!

HERE is an innovation already adopted by a few large department stores. As Bargain Square indicators, they are incomparable. Special advertised items can easily be located by means of these lights. Increase the efficiency of Bargain Squares with these DAY-BRITE fixtures.



No. 2510

These brackets are made of 1¼-inch pipe, finished in beautiful Statuary Bronze spray color. The ornamental casting at the top helps make these signs attractive and adds to the appearance of your store.



No. 2500

No. 2500—This fixture is especially adapted for the special bargain aisles. Square numbers quickly guide the customers to the desired counter.

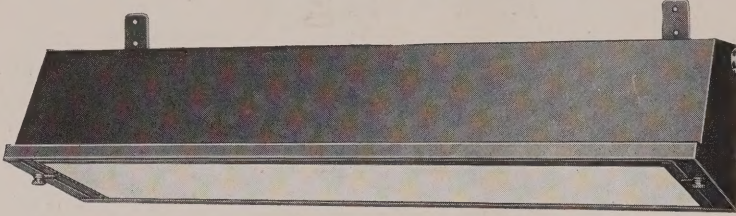
The sign is a beautiful bronze spray finish, letters sand-blasted on white opal glass. Sign itself is 18 inches long, 4 inches high and 3 inches wide. Back-ground finished to match frame.

The standard is 72 inches high, over all, with a 24-inch arm.

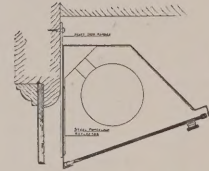
No. 2510—This bracket is similar to No. 2500, with the addition of the ornamental grill on the hanging arm. The sign is similar to the No. 2350 and No. 2300 as listed on pages 25 and 27, being finished in statuary bronze, spray color. Specify whether single or double facing is desired.

Prices on application.

Show Window Lighting



HERE'S a practical island window reflector. This fixture has a diffused glass bottom to keep the light from glaring into the shoppers' eyes. It has been especially designed for this purpose. The reflecting surface is porcelain enameled steel and is completely wired with porcelain sockets 12 inches apart. Extra heavy hangers are furnished with these reflectors.



No. 1025—Outer shell made of Brass, finished in Statuary Bronze or Brush Brass.

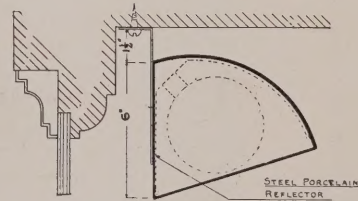
No. 1015—Made of Plain Metal; finished in Black, Bronze or Gold Spray finish.

The above fixtures are for lamps up to 100 watts.



This fixture puts daylight into your windows. A clear, intense light that makes your windows attract, day or night. The outer shell is constructed of heavy gauge steel, the liner is steel porcelain enameled. These fixtures are furnished completely wired with twin porcelain sockets, two feet apart. A three-foot flexible conduit lead is furnished with each fixture for electrical connection.

Standard finishes are Black, Brown or Olive Green sprayed. Furnished in lengths to ten feet, with provisions for joining additional sections.



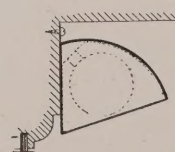
Open Type
Cross Section
No. 300

No. 299—For 60-watt lamps.

No. 300—For 100-watt lamps.

No. 301—For 200-watt lamps.

Prices on application.



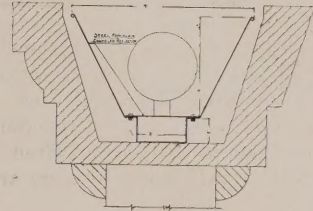
Flush Type

Indirect Trough and Cove Lighting

*Churches — Schools — Theatres — Auditoriums
Libraries — Office Buildings — Homes, etc.*

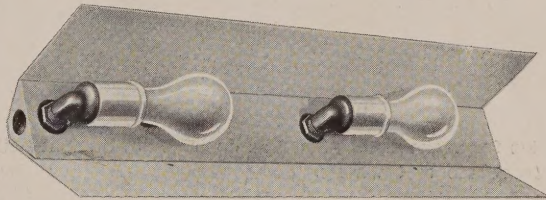
DAY-BRITE cove lights are very efficient and easy to install. The porcelain enamel that does not crack, chip or peel, and is easy to clean, makes a strong talking point for DAY-BRITES.

No. 1225—A distinctive cove lighting fixture, with a porcelain enameled steel reflector. In lengths up to 8 feet; with provisions for coupling two or more lengths together. Sockets 12 inches apart, accommodates lamps up to 100 watts.



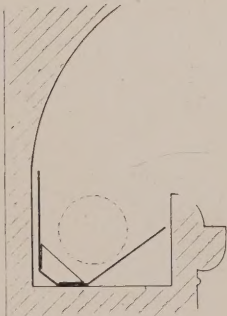
No. 1225

An all-steel porcelain lined reflector for maximum lighting efficiency. Easy to clean and holds its reflecting powers through long-time service. Made in lengths up to 8 feet. Can be coupled with more lengths. Wired with porcelain sockets 12 inches apart.



No. 1221

This reflector is without equal for indirect lighting.

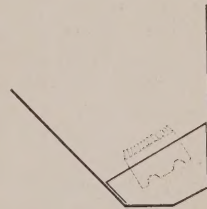


No. 1221-2

No. 1222—For lamps up to 60 watts.

No. 1221—Same as No. 1222; larger, to hold lamps up to 100 watts.

No. 1223—Same style as No. 1222; fitted with standard sign receptacles. In ordering this fixture, specify lamp centers.



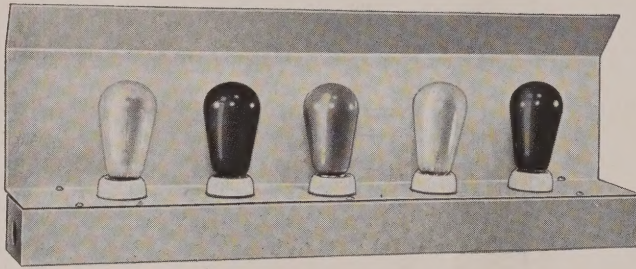
No. 1223

Prices on application.

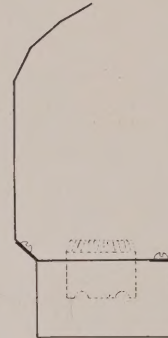
Illustration shows how well DAY-BRITES fit into coves for indirect lighting.

DAY-BRITE

STAGE Foot Lighting



STAGE lighting is a very important part of any play. The DAY-BRITE line of stage trough and foot lighting is built to endure.



Showing a cross section of No. 1250.

No. 1250—This style is made of steel, porcelain enameled. Holes for sockets are placed as desired. Furnished with or without sockets and wiring.



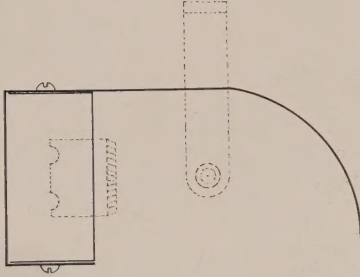
Prices on application.

No. 1255—Another very practical stage footlight. Especially desirable where deep stages are to be lighted from the floor trough. Made of steel with white spray reflecting surface; outside shell finished as specified.

For best results in stage lighting, send blueprint and details to us and let our lighting engineers recommend the most practical fixture for your needs.

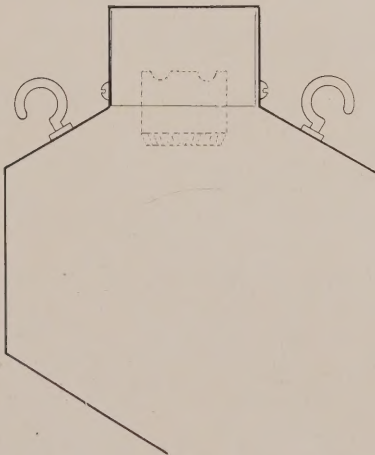
✦ The Light that NEVER fails ✦

Proscenium Strips



No. 1260—Proscenium strip lights. They are made of steel with white spray reflecting surface that does not give a glaring or spotty light. These strips are furnished in any desired length to 16 feet, with swivel arms at top and bottom for easy adjustment to any desired angle.

Overhead Border Light



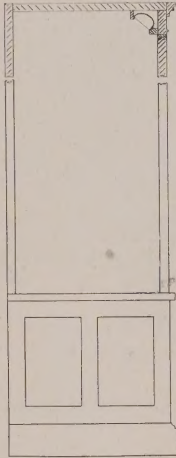
DAY-BRITE overhead border lights. Made of steel with white spray reflecting surface. Throws an evenly diffused light without glare or dark spots and is easy to keep clean.

No. 1270—Made of steel, white spray reflecting surface, in any desired length to 10 feet, with provisions for attaching additional sections. Furnished with or without sockets and wiring. Hooks for hanging furnished.

Prices on application.

Continuous Trough Wall Case Lighting

DISPLAY cases are not considered modern and up-to-date unless they are efficiently lighted. Continuous trough lighting is very effective in large wall display units.



This style fixture is made with 2½ inch, 3 inch, 3½ inch and 4 inch face. Porcelain sockets are furnished on 15 to 18 inch centers wired ready to install. Toggle switches furnished if desired.

These fixtures are made of heavy gauge steel equipped with DAY-BRITE porcelain enameled liners. Outside finished aluminum spray.

No. 290—2½" Face
No. 291—3 " Face

No. 292—3½" Face
No. 293—4 " Face

Specify size face and length exactly when ordering, also specify if toggle switches are desired.

Prices furnished on application.



Cross Section
Cut.

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Originators of Porcelain Enameled Lining for Display Reflectors

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3, 9, 10, 11, 13, 14, 15, 16 $\left\{ \begin{array}{l} 33\frac{1}{3} \text{ std pxc} \\ 30\% \text{ lvs std pxc} \end{array} \right.$

Pages 18-32 Price on application -

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